

Welcome to the Ticket Tailor Impact report!

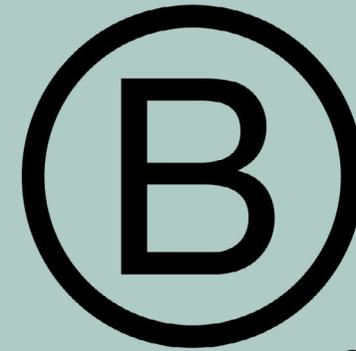
We've always believed in growing better, not just bigger. Our vision is all about 'growth on purpose', meaning we want to grow our business and use that growth as a force for good.

We've long stated this on our website, but we believe that actions speak louder than words, so in 2020 we started on our journey to becoming a B Corp.

We're super excited to announce that we passed the assessment process in May 2022, and can now officially celebrate being the first independent ticketing platform to be B Corp certified!

Whether you're here for a quick glance or you're keen to dive into the detail, this report is our way of sharing what we did in 2021 to balance profit with purpose – as well as our continuous commitment to people and the planet.

Certified



®

Corporation



Contents

A note from our founder and CEO	4		
What we stand for	6		
Becoming a certified B Corp	7		
2021 highlights	8		
Empowering the events industry	9	Planet	23
Juicy stats from 2021	10	Our commitment to the planet	24
Features we released	12	Giving back: Meet our charity partners	25
		Other stuff we've done to help the planet	27
		Taking responsibility for our carbon emissions	28
People	13	2022 and beyond	30
Putting event creators first	14	To the future!	31
Our creators	15	Contact us	32
Supporting charities and non-profits	18		
Powering B Corps	20		
Our team	21		
Growing our team	22		

A note from our Founder and CEO, Jonny



I started Ticket Tailor 11 years ago to provide an affordable and simple ticketing solution for event creators. Fast-forward to today and we're issuing around 35,000 tickets every day, around the same amount we issued in our first full year of trading!

Events are all about bringing people together for shared experiences. And I'm incredibly grateful to be playing a part in making over 80,000 creators' dreams a reality. What's unique about Ticket Tailor is that we cater for events of all shapes and sizes, which keeps us on our toes. From the UK's only floating puppet theatre to one of Berlin's most popular tourist attractions, U-pick events across Europe and the US, to sell-out Santa's grottos.

Another major differentiator is that we're the world's biggest independent ticketing company. We have no investors. And instead have chosen to grow slowly. This means we can grow on purpose - and importantly, with purpose.

Our biggest growth channel has always been word-of-mouth. It's an efficient way to grow a company. If you do a good job, your customers will tell their friends, who then become customers too. Because of this, we've always been motivated by delivering value. In fact, we barely spent a penny on marketing for the first seven years, focusing exclusively on doing a better job. Our team was half product development, half customer service, and it doesn't look too different today.



As the team has grown I've wrestled with our take on growth. With no pressure from investors, I've often asked myself: why do we want to grow? On the one hand, growth is exciting, a great opportunity to learn, and attracts talented ambitious people that are great to work with. On the other hand, growth for growth's sake doesn't motivate me, and can lead to decisions that compromise the ethics of what we do (there are countless examples of companies that make unethical decisions in the pursuit of growth).

We're the world's biggest independent ticketing company. We have no investors. And instead have chosen to grow slowly. This means we can grow on purpose - and importantly, with purpose.

While trying to articulate my personal growth mantra, I craved a business ideology that we could lean on as a team that was different from the status quo. We certainly aren't a charity, we're a profit-making business. But we don't exist just to make money, and growth doesn't come at all costs.

I was very excited to discover the B Corp movement. A thought-out system, proven to work with countless organisations of all sizes, allowing them to balance the triple bottom line: people, planet, and profit. Our Director of Operations, Emily, has steered us through the certification process over the last two years. We were already doing very well in some areas, but for others, it's given us the guidance and impetus to improve.

We now work from one of London's greenest office spaces. We chose to offset our entire history of carbon emissions. And we've joined up the dots between giving back and our core business. We've gone from donating an ad-hoc amount of funds

to various charities each year, to committing to donate 1 penny for every ticket sold to three climate charities – chosen by our new internal "Giving back committee".

Being a B Corp means we no longer prioritise these things because we have internal ideologies, but because we actually have to, and we're making ourselves publicly accountable for it. B Corp certification is raising the bar for what's expected from businesses. And I'm very excited to have joined a global community of over 5,000 B Corps who, like us, believe in doing business responsibly. **But this is just the start.**

We hope to inspire other businesses, particularly in the events and ticketing industry, to join the movement.



What we stand for



Our mission

To empower a diverse range of event creators around the world.



The more tickets we sell, the more impact we can have!



Our vision

Growth on purpose. So that every event ticket sold has a positive impact on the people and planet around us.

Our values

- ✓ Keep it simple
- ✓ Focused on impact
- ✓ Driven by feedback
- ✓ Human after all

Our values set out the type of business we aim to be. They inform how we make decisions and how we work on a day-to-day basis. Overarching these values is a desire to be a small team with a big impact and to grow better, not just bigger.

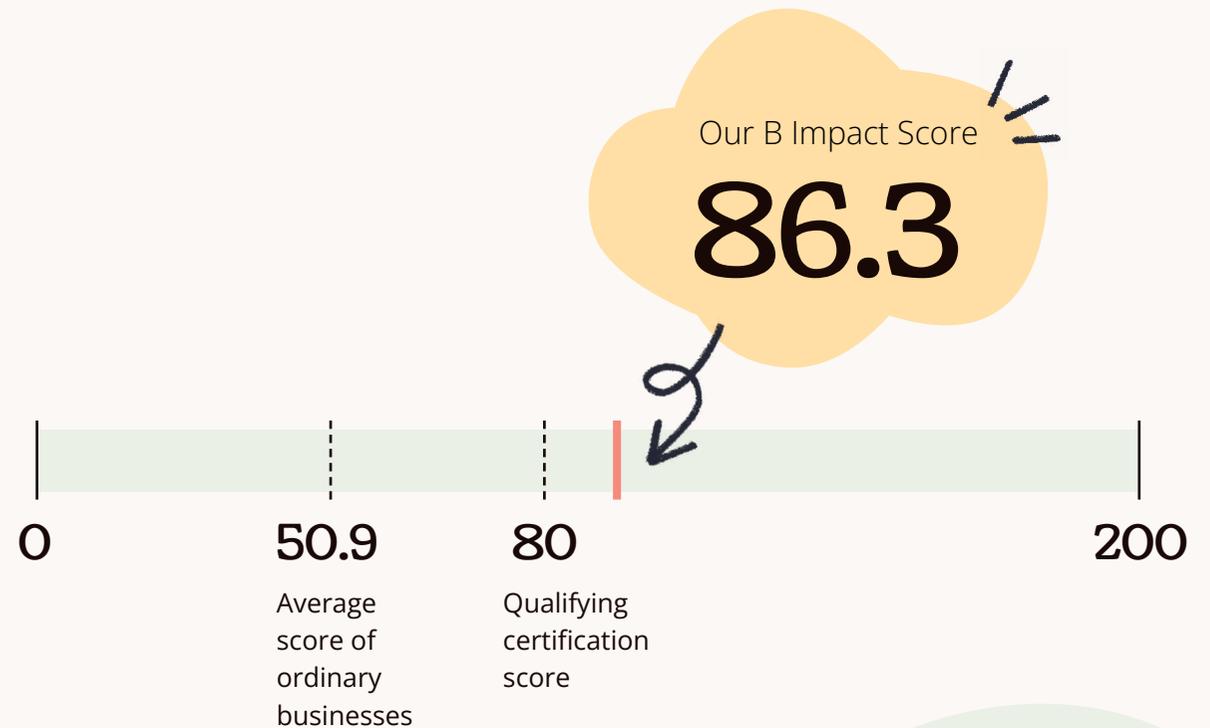


Becoming a certified B Corp!

It's never sat right with us that businesses solely focus on profit at the expense of everything else. Since day one we've aspired to be a company that gives back to people and the planet. So in 2020, we began the rigorous process toward B Corp certification.

B Corps are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

Two years on and we're proud to be the first independent ticketing platform to certify: joining a movement of over 5,000 B Corps, transforming the global economy for good.



B Corps are measured against five key areas, which makes up their B Impact score.



- ✓ Governance
- ✓ Workers
- ✓ Community
- ✓ Environment
- ✓ Customers

Learn more about becoming a B Corp and check out our full B Corp Impact Score [here](#).



2021 highlights



£66,000

Donated to charities
focused on climate causes.



We became **carbon neutral**
(and invested in offsetting our
entire history of emissions).



Our customers helped
fund the **planting**
of over 1,000 trees
through Ecologi.

Certified



Corporation

Emily completed our
B Corp application.



Charities saved
£41,000 on ticketing
their fundraising events
using Ticket Tailor.



We moved into our
brand new, shiny,
sustainable offices
in Hackney.



Jonny formalised our
charity donations: **1p now**
goes to climate causes
for every ticket sold.





Empowering the events industry

The next two pages are dedicated to fun stats, pretty pie charts and product updates.



Juicy stats from 2021



2.3x

Growth in ticket sales



17,706

Event creators used the platform



6,713,564

Tickets sold



3,945,525

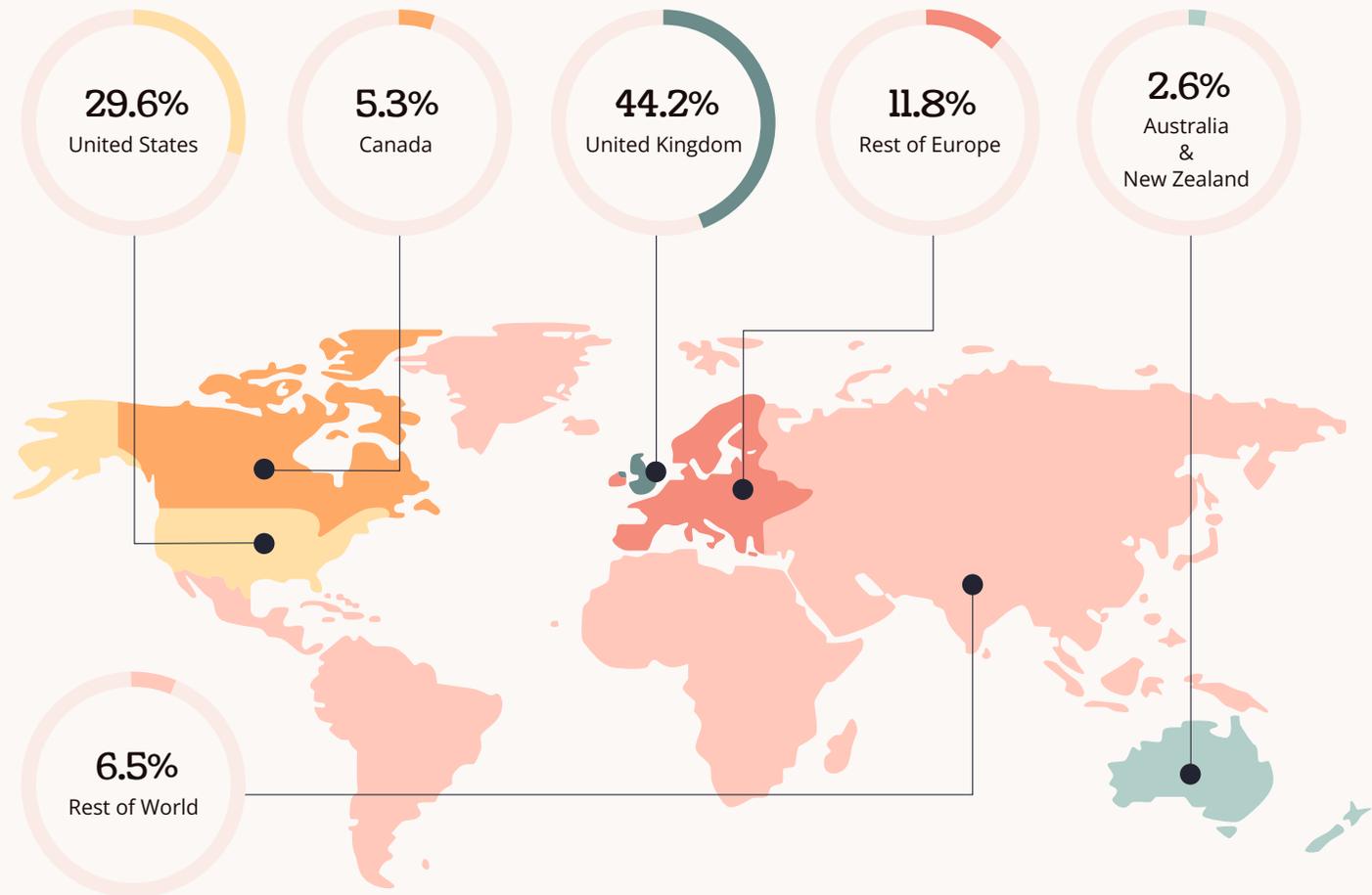
Free tickets issued



10,659,170

Tickets processed!

Where tickets were sold



Features we released

We're constantly improving and updating our product based on the needs and requests of our engaged customers. Our tech team built some amazing features in 2021, which all help to make event creators' lives just that little bit easier.

Recurring events improvements

Heaps of updates to reduce repetitive work for repetitive events.

→ [Learn more](#)

Importing tickets

Keep track of who's coming by adding all your tickets to Ticket Tailor.

→ [Learn more](#)

Overrides

Manage ticket types, prices and quantities for your recurring events.

→ [Learn more](#)

Holds

Quickly take tickets off-sale when you need to.

→ [Learn more](#)



Webhooks and API improvements

Keep in sync by automatically sending updates about events, orders and tickets to tools outside the Ticket Tailor ecosystem.

→ [Learn more](#)

Tazotix updates

Our mobile check-in app just keeps getting better, with performance and stability improvements paving the way for lots of exciting new features planned for 2022, and **better check-in reporting** on the Dashboard.

→ [Learn more](#)



Jamie

Director of technology



People

Ticket Tailor wouldn't be what it is today without the people who power it, so we're shining the spotlight on our customers and team in this section.



Putting event creators first

Our customer-first mindset means we take pride in providing world class customer support 24/7, and we genuinely listen to feedback to help inform the development of our platform. We've challenged the industry standard by offering high quality support to all of our users, no matter what they spend or the size of their events.



Rhio
Customer Experience Lead

But don't just take our word for it...

First class responsiveness and helpfulness as always. I have no hesitation to refer my contacts to use Ticket Tailor!

I was amazed at how accurate and specific to my case the answers were. Truly best customer service ever.

The entire team has been so helpful to me. Our event was a great success. Thanks!

As a new business owner in 2021, Ticket Tailor was instrumental in helping me be successful. I'm so glad I went with your service and looking forward to continued success in 2022.



26,985

Support conversations with customers in 2021



1.29 minutes

Median response time to support conversations



94.5%

Customer satisfaction rating

Capterra	★ ★ ★ ★ ★	4.9
Trustpilot	★ ★ ★ ★ ★	4.7
G2	★ ★ ★ ★ ★	4.9
Facebook	★ ★ ★ ★ ★	4.9
Google	★ ★ ★ ★ ★	4.9

Our creators

We supported over **17,706** event creators in 2021, from tulip picking to yoga classes, music festivals to hypnobirthing. We're proud to provide accessible tools for events of all shapes and sizes. Here are some of our faves from 2021...

Wavelength, Newquay, UK

An outdoor cinema overlooking the scenic surrounds of Watergate Bay

Hosted **61** drive-through movies

We used Ticket Tailor to deliver tickets into the hands of 20,000 loyal customers over our drive in season. People were able to come and enjoy the breathtaking cornish views, and enjoy some special time outside. We're delighted to see that they have recently achieved B Corp status, as this very much aligns with our company principles and focus of getting people outdoors, living healthy and sustainable lives.



Our creators



Tightrope Productions, UK

Provide world class live entertainment to venues across the UK and beyond

10,938 tickets sold in 2021

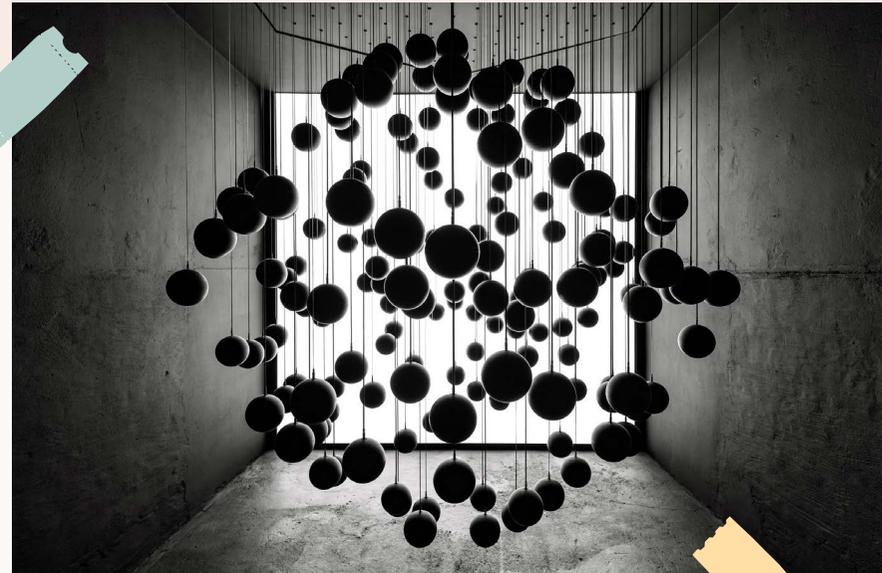
I've sold over 20,000 tickets with Ticket Tailor, for events which sell out in just two weeks. The fact your funds are released as tickets are sold helps with cash flow and means you don't have to dig into your own pocket!

Dark Matter Berlin, Germany

An immersive modern art gallery fusing light, art and sound

122,860 tickets sold in 2021

For our Dark Matter project we were searching for a reliable platform, and wanted to team up with with a ticketing service accommodating not just our needs, but also of our ticket buyers; providing us with secure, flexible options for our box office whilst maintaining the best conditions available currently on the market. Ticket Tailor delivers it all.



Our creators

Cultus Lake Waterpark, Canada

BC's biggest waterpark and themed amusement park



For our Water & Theme Parks, Ticket Tailor has been an exceptionally user-friendly and flexible platform for creating events. With the use of Ticket Tailor, thousands of guests arrive daily to our Parks, and admission is simple and stress free! Their approach has been to develop and improve the platform, and continually ask us what can be done in order for their product to meet our needs. Two thumbs up for our Ticket Tailor partnership!



Supporting charities and non-profits



In 2021...



1,118

Active box offices had our charity discount enabled



£41,000

Total savings due to our charity discount



624

Average tickets sold per box office



£17.5m

Ticket revenue generated for charities using our platform



1,019,024

Tickets issued



292,031

Tickets were free (so incurred no fees!)



#ShowAlohaChallenge raises funds and promotes initiatives to serve the people who need them most. They believe in taking action with urgency in order to raise public awareness about some of the most pressing issues facing today's society. The 2021 Winter Wonderland event which they sold through Ticket Tailor enabled a \$100,000 donation to Make-A-Wish Hawaii.

The Winter Wonderland event was a dazzling drive-through display of almost three million LED lights choreographed to holiday music at Aloha Stadium.

→ [Watch the video](#)



Gympanzees are a Bristol-based charity on a mission to open up a world of fun and fitness for all disabled children. Through an online hub of information, therapist-led Zoom sessions and an equipment lending library, Gympanzees is taking inclusive fun into families homes to help them play and exercise with a therapeutic twist so that children receive health and well-being benefits – all while having a great time.

Gympanzees used Ticket Tailor for fundraising events, such as organising a three peaks challenge, raising funds to help Gympanzees deliver projects that help young disabled children stay active at home.

→ [**Watch the video**](#)



Karen Beasley
**SEA TURTLE RESCUE
& REHABILITATION CENTER**
SURF CITY, NC USA

Karen Beasley Sea Turtle Rescue & Rehabilitation Center mission is focused on conserving and protecting marine turtles. They also rescue and rehabilitate turtles that require care, as well as educating the public on the threat of their extinction.

They use Ticket Tailor for their experiential learning activities and tours, including a behind the scenes look at turtles being cared for in the hospital.

→ [**Watch the video**](#)

Ticket Tailor powering B Corps

Even before we started our B Corp journey, we knew we wanted to support other businesses, charities and non-profits who are doing great things for people and the planet. We're proud to be the ticketing partner of choice for a growing number of B Corps, like Hoxby and Arbonne. One of our goals is to see this number increase now that we're part of the B Corp community.

We offer a 20% discount to all B Corps (as well as charities) who use our platform.



hoxby®

Hoxby are a community and consultancy, describing themselves as 'a purpose-led organisation that exists to create a happier, more fulfilled society through a world of work without bias'. Their events are a chance for their community of intrepid freelancers to connect and inspire each other to build a new way of working.

arbonne.

Arbonne create personal care, beauty and wellness products crafted with premium plant-based ingredients grounded in science and clinical research. They allow entrepreneurs to run their own businesses selling products that promote a healthy-living lifestyle, and the entire Arbonne community fosters a positive mindset that helps people and communities flourish.

Our team

Our team is (literally!) what makes Ticket Tailor. We're committed to being a relaxed, caring and inclusive employer because we know that without a happy team, we won't have a great product. **In 2021 our team size grew by over 50%**, so we started to put in place new policies and programmes to support our growing workplace.



eNPS for 2021

73



Employee wellbeing

- ♥ We rolled out private healthcare cover, which includes wellbeing incentives and access to mental health support.
- ♥ We launched a new Wellness budget, which gives team members £300 a year to spend on all things health-related from massages to gym classes.

eNPS monitoring + goals

- ♥ We've always kept a pulse on how happy the team are, but in 2021 we took this a step further by formalising a quarterly **eNPS** survey and setting a goal of maintaining a minimum score of 70.



Living wage for our contractors

- ♥ Our customer support is powered by a stellar part-time team of contractors spread across the globe. In 2021, we set a new baseline to match the living wage of the highest cost of living city amongst the team (Vancouver, Canada).

Profit share scheme

- ♥ We ended 2021 with a big announcement of a commitment to a profit share scheme for our team. Meaning that their hard work always has a fixed reward at the end of the year, with no bias to role types so everyone's input is recognised equally.
- ♥ We include our contracted part-time customer support team in this profit share too, as they are the lifeline of our customers and we wouldn't be where we are without them.

Growing our team

We want everyone at Ticket Tailor to feel like they have the chance to **maximise their potential**. We invest in development through an annual learning budget, a lightweight but frequent review process centered around feedback, and regular team workshops.



Personal development budget

£500 a year to spend on personal development. In 2021 this was mostly used on books! But we hope that now we're coming out of the pandemic it can be used for more conferences and courses.



360 feedback software

Introduced new 360 feedback software, **15Five** for our reviews process, making it easy and part of our culture to help each other grow.



Appreciation circle

Started a new ritual called 'Appreciation circle', where every week at our company sync we all thank a team member who's done something great.



Coffee and cake check-in

Rolled out 'coffee and cake check-in', a new quarterly sync for managers and their reports, separate from the review process. We hope it becomes a safe place for both chatting through any issues and checking everything is on track progression-wise for the team member.



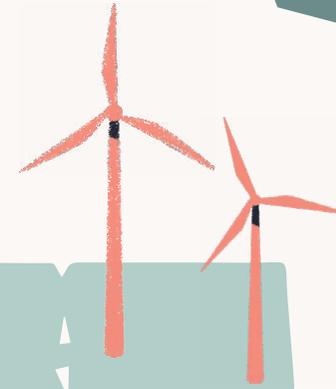
Team workshops

Ran team workshops on giving and receiving feedback, and interview training to reduce the risk of bias.



Planet

Last, but not least, keep reading for our charity update, a round up of our carbon commitment, and more details on how we operate sustainably.



Our commitment to the planet

Historically, our giving back at Ticket Tailor had been part of an annual process where we mostly chose topical or local charities to donate to. In 2021, as part of the new focus we had from doing the B Corp application, we decided we wanted to have a **more concrete commitment for our purpose.**

After a long session working through the UN Sustainable Development Goals, we agreed as a team that the climate emergency was the most pressing issue.

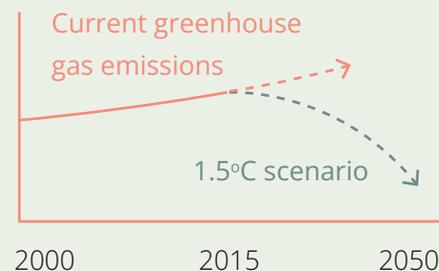
The climate crisis, continues largely unabated

- 2020 global average temperature at **1.2°C above** pre-industrial baseline.
- Woefully off track to stay at or below **1.5°C as called for in the Paris agreement.**



Rising greenhouse gas emissions

Require shifting economies towards carbon neutrality.



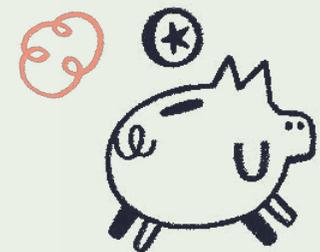
Climate finance increased

By **10%**

- From **2015 - 2016**
- To **2017 - 2018**

Reaching an annual average of

\$48.7 BILLION



Data from **UN Sustainability Goals**

Giving back

With our focus set on Climate Action, we created a Giving back committee in November, made up of four team members with a passion for solving the climate emergency. Our mission was to embed giving back and playing a part in climate activism into the company culture, governance and product. We're still in the early stages with lots of plans for 2022 and beyond, but in our first month we launched our commitment to donate 1p for every ticket sold to climate causes.

In 2021 our event creators sold
6.6M tickets
through our platform, so our total
donation pot came to
£66,000

Our three
chosen charities



George

Jonny

Rhio

Emily

Giving back committee

Did you know our UK peatlands store an amazing 3.2 billion tonnes of carbon?



1



Peatlands offer a natural solution to climate change, as they're an excellent carbon store. Lack of care means peatlands are currently leaking carbon that's been locked away for thousands of years back into our warming atmosphere.

We donated £22,000 to Cumbria Wildlife Trust so they can continue their work protecting and enhancing the habitat at a group of nature reserves at Witherslack Mosses.

The restoration project involves maintenance to keep the bogs wet, removal of species growing in the wrong places, planting sphagnum moss to speed up bog regeneration, and much more.

Giving back



Similar to bogs and peatlands, seagrass beds are one of the best natural stores of carbon.

The Ocean Conservation Trust works to restore and regenerate habitats that have been damaged by human activity.

As well as regrowth, they raise awareness, and engage local fishing and boating communities, so that everyone who uses the ocean can protect seagrass beds.

We donated £22,000 to help the Ocean Conservation Trust regenerate seagrass on the Southwest coast of England.

2



Did you know seagrass is 35 times more efficient at long term carbon absorption than a rainforest?



Did you know rainforest destruction releases more CO2 than all the world's cars, planes and ships put together!?

3



Rainforests play a vital role in the planet's water and carbon cycles and in regulating climate.

Instead of purchasing land or conserving forests purely for their biodiversity value, RFUK promotes the establishment of community rights over rainforest lands, tackling the root of the problems related to deforestation and paving the way for local people to benefit fairly from the use and protection of forest resources.

We donated £22,000 to provide local communities with resources, technology and legal support in protecting their forests.

Other stuff we've done to help the planet



When customers answer our user surveys, we plant a tree for them in our **Ecologi forest** to say thank you and give a little something back to the planet. In 2021 over 1000 trees were planted!



We've rolled out some new internal policies to ensure we're operating in the most environmentally friendly way possible:

- ♥ Environmental policies for how we work, this includes things like advice on energy efficiency while working from home, and fixing instead of replacing hardware.
- ♥ Suppliers policy, this is about having a preference to local suppliers to reduce impact on the planet and support our local economy.



BREEAM®

At the end of 2021, we moved into a shiny new office in Hackney. Having high green standards and an environmentally focused approach to how the office runs was key to our decision making process.

The building we're located in has **BREEAM** Excellent Sustainability Award. Everything is designed to have minimum impact on the environment, from a focus on recycling, to energy saving light designs in the bathrooms. We can rest assured that our time in the office is as low impact as possible on the carbon front.

Taking responsibility for our carbon emissions

Total 2021 emissions

39

Tonnes CO₂e

Our commitment to the triple bottom line, means we have to be responsible for the carbon we emit through our company operations.

We worked with the awesome team at Supercritical to calculate our 2021 carbon emissions, helping us to:

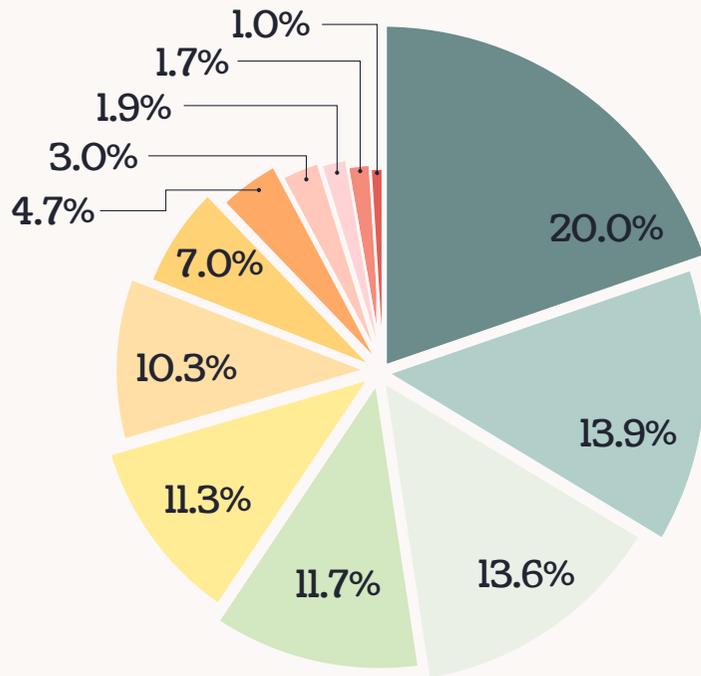
- ♥ Understand where our biggest opportunities lie in reducing the amount of carbon we emit.
- ♥ Know how much we need to invest into carbon removal offsets so we're carbon neutral, whilst working towards net zero.

For our commitment to net zero, we have:

- ♥ Offset our entire history of carbon emissions since our first year of trading.
- ♥ Invested only in quality carbon offset options. In 2021, we chose to offset with Biochar.
- ♥ Set targets for reducing our carbon output year on year.



A breakdown of our total emissions for 2021



Category	Scope	Footprint (t CO ₂ e)
Employee remote working	3	7.78
Software	3	5.40
Consultants	3	5.31
Marketing & advertising	3	4.54
Food & drink	3	4.39
Hardware	3	4.01
Office utilities	3	2.72
Training	3	1.83
Insurance & finance	3	1.15
Furniture & manufactured goods	3	0.72
Employee commuting	3	0.65
Cleaning & maintenance	3	0.40



2022 and beyond



To the future!

We're really proud of everything we've done in 2021, especially certifying as a B Corp! But there's always more to do, and our journey is just beginning. Here's a taste of what's in store for 2022:



Team volunteering

We'll be spending a day with the Ocean Conservation Trust. As well as exploring what we can do in our local community.



Ip donations

We're aiming to sell more tickets than ever before (!), so we'll be donating even more to our charity partners.



Carbon reduction

We'll continue to improve our operations and policies to help with our carbon reduction goals.



Charities community

We want to expand our community of charities and non-profits so they can learn from one another.



Diversity, equity and inclusion roadmap

We have work to do, and will start by learning from other B Corps to help us build out our DEI roadmap.



Career growth structure

Our team is growing, and we want to ensure there's a clear framework for their development.



Living Wage employer

We've made our internal commitment to this, but will be formalising it by applying to be a Living Wage employer.



Be a force for good in the event industry

Events have a big carbon footprint, so we'll be exploring what we can do to encourage responsible event hosting.





We're driven by feedback.

Got questions, suggestions or just fancy a chat?
Send us an email hi@tickettailor.com



Follow our progress on socials @tickettailor